

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Sizzling Days are ripe

in the Valley of the Moon

Now we can quit worrying. Up to this week, everybody told us they loved the new little paper. And it didn't seem just right. Somebody ought to be on the opposite side. And this week he turned up!

He is a local businessman, a pretty good one, too. He told us there is no field for such a paper, it is full of trivia and inconsequential material, and he wouldn't want to be associated with such a sheet. Now we feel better. Got an antagonist, and will try to show him, in the months and years ahead, that he's off his trolley.

That hazardous right angle turn in Glen Ellen, out to the highway, is gone. They must have done it when we weren't looking. Now it's a long broad curve, safe and wide, and a joy to every motorist.

Old-world dancing and music—every Saturday night and Sunday afternoon. At LITTLE SWITZERLAND, El Verano.

That main corner in Boyes Hot Springs, for years occupied by a delapidated ice house, is now bare and barren, but still nothing to boast about. It would be a splendid location for a bank. Shouldn't our new Merchants association go to work on it, and come up with something we can point to with pride?

CRYSTAL'S SMART SHOP, Plaza, Boyes Hot Springs. High style men's and women's apparel. Smart accessories.

While we haven't tried to get a paid subscription list (they're quite a task, keeping 'em in shape), they're coming in anyway. First actual dollar we took in (many more wanted to be "first") came from a Santa Rosan, V. G. Krischano. Same day came one from Ruth Linter of Granada Hills, in San Fernando valley.

International Trucks. Good cars, too, for sale. Richfield products. BUCHANAN & POLIDORI, Hiway 12, Boyes Hot Springs.

ALLEN'S HOTEL, Boyes. Dollie and Tom. Air conditioned, dining room. Cafe bar. Deluxe accommodations.

There's nothing like the first horseback ride to make a person feel better off. **VALLEY WATCH REPAIR, Boyes.**

Actually you too can subscribe, for a dollar, if you want Moonbeams mailed to you. We actually lose money on it, 4 cents or so a year, but you can be on the paid list if you really want to. We'd much rather you picked up your copy at your favorite store.

FINE FOODS. Excellent drinks. Superb environment. Bring your guests here. MENDEL'S CAFE, on the Plaza, Boyes.

GLEN ELLEN LIQUOR STORE. Complete selection of fine wines and liquors. SLIM WALLACE. On Arnold Drive.

As a political expert we'd like to advise our good democrat friends. Stevenson just can't win, if Ike runs. Harriman is a rich boy playing at politics. He can't win. Kefauver is quite an old fuddy-duddy of the William Jennings Bryan type. Who else? Best man is Senator George of Georgia, but he's 78 and perhaps a little too old. That leaves just one man who might have a chance: G. Mennen Williams, governor of Michigan for three terms. He's young, handsome, and while we couldn't vote for him because of his pro-labor sympathies, he'd get a good share of the women's vote, and lotsa other votes. You Dems better listen.

POWDER BOX BEAUTY SHOP in Boyes is winning new friends every day because of its fine beauty service. Meet "Mac."

Bring your visitors from out of town—first—to BOYES SPRINGS BATH HOUSE, where everything is salubrious.

Dear Colonel: I am going with two lovely girls—Kate and Edith. They are both wonderful. I can't make up my mind which one to marry. What should I do? Dear Sir: You do have a problem, but just remember, you can't have your Kate and Edith too.

Meet Denny at C O G CLUB, Boyes. It's a gathering place for 'most everybody. (No hot toddies this weather.)

WE KNOW that CHEVRON is your best buy during hot weather. And we sell fires, batteries, car care, too. GALLO'S CHEVRON.

After our first month we really expected to lose quite a few advertisers. What happened? Lost just one, gained another the same day, so we're back at status quo. And love it just that way. Who wants a million dollars?

Your friends come to visit you. Maybe your quarters are a little cramped. Send 'em to FLORAY COURT, Fettes Springs.

VALLEY DRUG STORE—for efficient prescription compounding, cosmetics, periodicals, everything for everybody.

Biggest and fastest housing expansion in the whole valley seems to be in the southeast corner of Boyes Hot Springs. Two new streets, Second and Sixth, are undergoing sensational changes in appearance, as new houses go up. Then there's a big subdivision development

just off Arnold drive in Boyes, which eventually will have 400 homes and a business center. Kenwood, Glen Ellen and El Verano also are seeing extensive building construction. Now we'll be needing more businesses to take care of the added residents. They'll prosper, if run right.

MISSION INN, Boyes Hot Springs. Luxurious in every respect, but not high priced. Pool, cocktail bar, excellent meals.

It's more than a 5 & 10—it's a real variety store, with about everything you'll need around the house. BOYES VARIETY STORE.

A reader suggests we do a little studying and come up with stories of our various towns and how they originally got their names. It's a good idea and we'll work on it. Where start? Anybody got any suggestions?

During the hot weather, bring your washings to B & L LAUNDROMAT, Fetters Springs. Superb equipment, no waiting.

The old furniture looking a little tacky? Let us fix it up so you'll be proud of it. ROY'S UPHOLSTERY SHOP, Boyes.

We've just got to have a new desk. But not the modern kind they're now using—flat tops, with the tops all clear by the end of the working day. That's fine, if you have a secretary and a filing clerk to take away the stuff and get it out of sight. We want one with pigeon holes, where everything will be handy. Thinking about the type with one good-sized roll, not the older two-curve roll. Anybody want to get rid of one—for a reasonable stipend?

Like it straight, mixed? A good bottle of beer? Like congenial friends around? Visit JUNIOR RABBIT'S RESORT, BOYES.

If you're one who demands the very best in meats you'll like to trade with MIKE & ROSE'S BOYES SPRINGS STORE.

We're told "they" did make a survey and decided against placing any dams on Sonoma river. Bet they never did. Else they would have decided on a series of dams, to store up some of the water which now each winter and spring rises to small flood proportions and runs into the bay and eventually the ocean. That water should be held back—and used as needed. Maybe it wouldn't exactly be drinking water, but it sure would be wonderful for irrigation, sprinkling and a lot of other non-drinking uses.

PAUL'S OLD RANCHERO is the tops for entertainment, food and drink. It's unique. Bring your out-of-town guests.

LARSON'S LIQUOR & SPORTING GOODS

CHUCK WAGON Headquarters

Sure there are a lot of ads in Moonbeams. But they aren't really objectionable, do you think? Most of them are pretty interesting, and you might well read 'em, along with our other material. But be sure your favorite merchant is represented. Buy from him, tell him

you appreciate his use of space, helping to make it possible for you to get Moonbeams for nothing.

ANDERSON'S REFRIGERATION — General Electric Dealers
502 Highway 12, Boyes Hot Springs Sonoma 4219.

VALLEY OF THE MOON CIGARS

Ask for Them—Only Handmade Cigars in the Valley

The other night we saw Minor Watson on television. Minor used to drop in on us in Chatsworth, brought some refreshments, gave us a modern dictionary, and in general was quite a man to know. He had lived in Chatsworth, loved it, but his wife decided a Beverly Hills address was better. So he bought a small house trailer and a jeep, would come over mostly on weekends, park in the yards of his close friends, and had a whale of a time.

For Dependable Meats, see GEORGE, at Boyes Springs Food Center. Top quality. Try us this week.

HAMOND LUMBER COMPANY, Boyes Hot Springs

Get your Lumber, Hardware, Building Materials, right here.

We also knew, in the Chatsworth sector (knew not well, but a little bit) Lionel Barrymore, Victor Borge, Maxene Andrews, Fred Astaire. They all lived there. Marjorie Rambeau, Jack Oakie, Lucille and Desi, Monty Montana, Cisco Kid, Andy Devine, Vera Vague and Bob Burns were nearby and were familiar figures around town.

Johnny Merlo at EL DORADO HOTEL, Sonoma, will be glad to greet and serve you—drinks, good food, hospitality.

Years of experience (won't tell you how many) insure you the very best in barber service. TONY, in Boyes Hot Springs.

Some of the sweet corn around here is pretty good. How do you eat yours? We like the wider end at our left, butter three rows, and eat from left to right. When there are 14 rows you end up with a two-row leftover. But then you get a little more butter. Of course some people use those doodads which stick in each end, but somehow that spoils the exquisite flavor.

El Verano's an old town, maybe old fashioned. But you'll love it. Visit OUR RESORT. Melina and Harvey Francis.

It's BOYES SPRINGS FOOD CENTER for the very best in groceries, meats, fruits and vegetables, dairy products, drinkables.

These hot days of late make us wonder why people don't change their hours of labor, and really get some good out of the heat. Factories and stores could profit if everybody would start work say at 5 a. m., get everything done by 1 p. m., then take the rest of the day off. What's wrong with that? The Mexicans are reputed to do it that way, and from what we read they apparently do much the same way in the Latin countries generally. Why not be and stay comfortable?